

VIP Distributor Luncheon

Dominik Friedel
Global Lead Distribution Partners

NielsenIQ

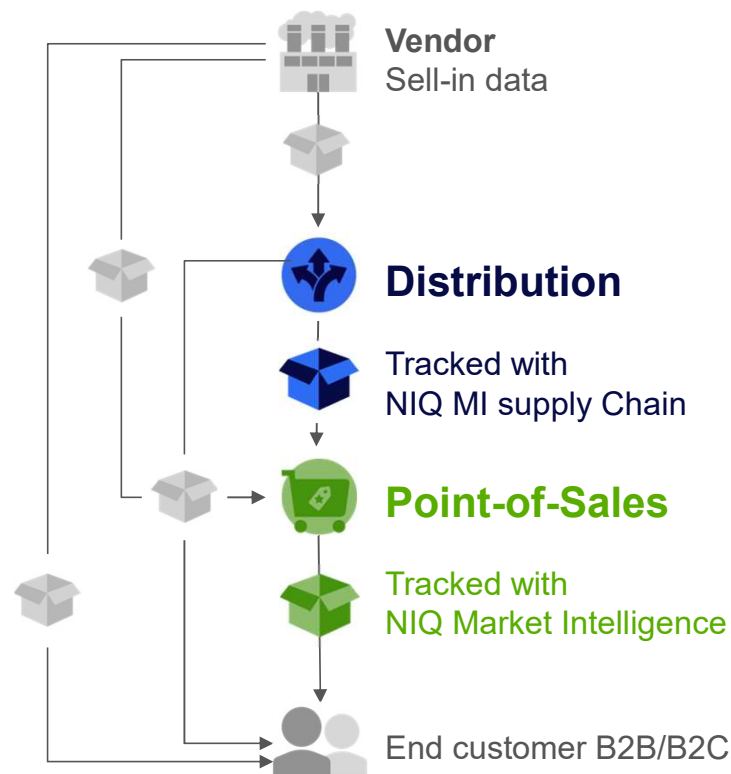
powered by **GfK** intelligence



Collaborate in the world's largest panel

Get a detailed understanding of **key trends & challenges** in the entire supply chain – **global & local, online & offline, across all relevant sales channels**

Join our distributor community with around 300 distributors worldwide



▶▶ **Benefit from Unique Insights by NIQ Distribution & Point-of-sale data – in one go**

Some of the trusted partnerships around the globe



& more...

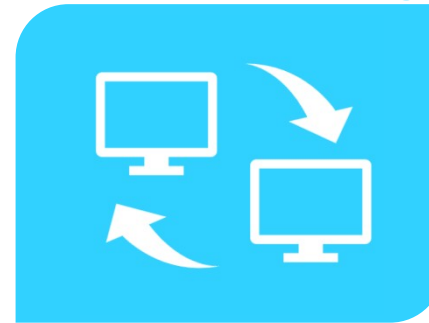
Our Partnership Model

Gain customized & valuable market insights as part of a global network

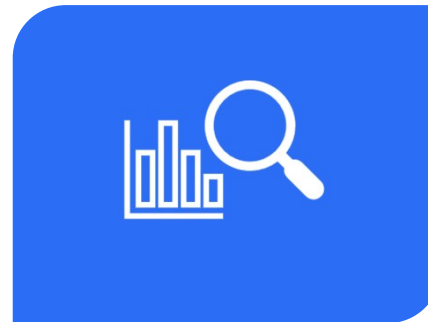
Free of Charge



Data Exchange



Benchmarking



Tailored Reporting
DIS & POS*

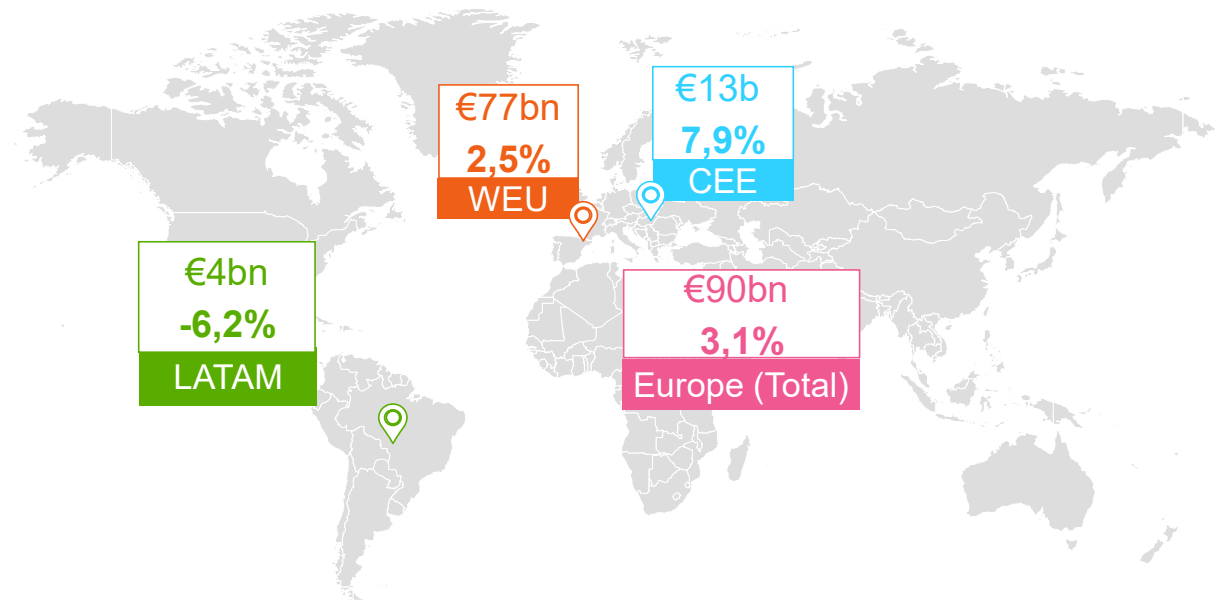
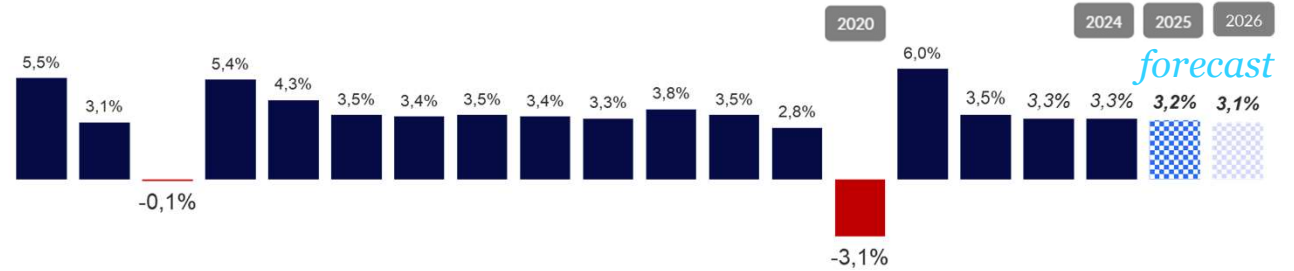


* Depends on Partnership Level

Global Real GDP Growth & 2025 European Distribution Market

European Distribution Revenue by Region FY 2025
Growth momentum in CEE

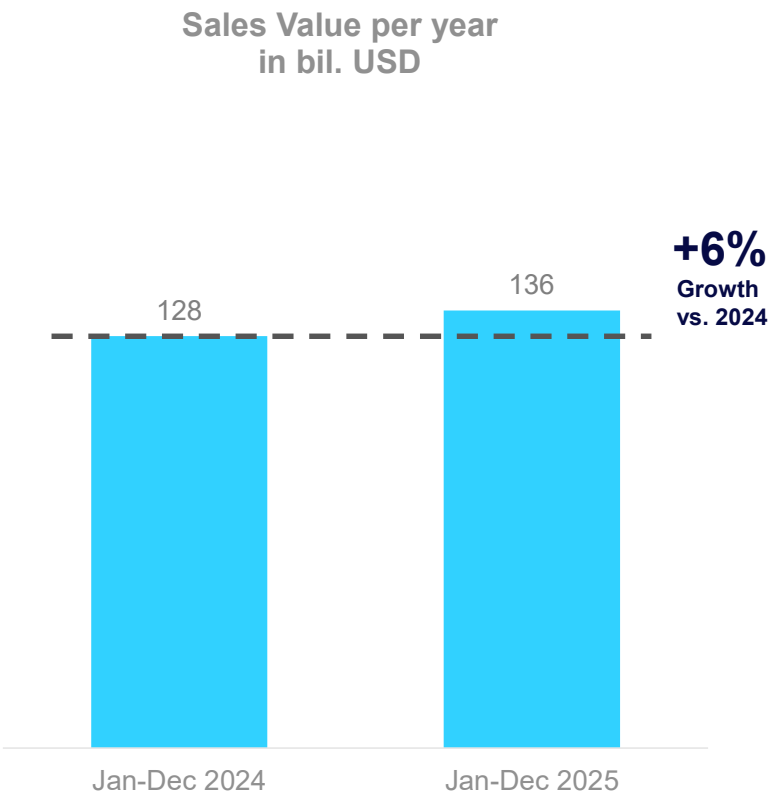
IMF Global Real GDP growth rates (in % change vs PY) | Update October 2025



Source: GfK MI: Supply Chain, Europe (ex. BY, RU) Sales Value EUR wo VAT | Jan-Dec 2025 vs. 2024

Global Distribution Sales Continue to Accelerate

YTD sales up +6% vs. 2024 as IT rebounds and lifts full-year momentum



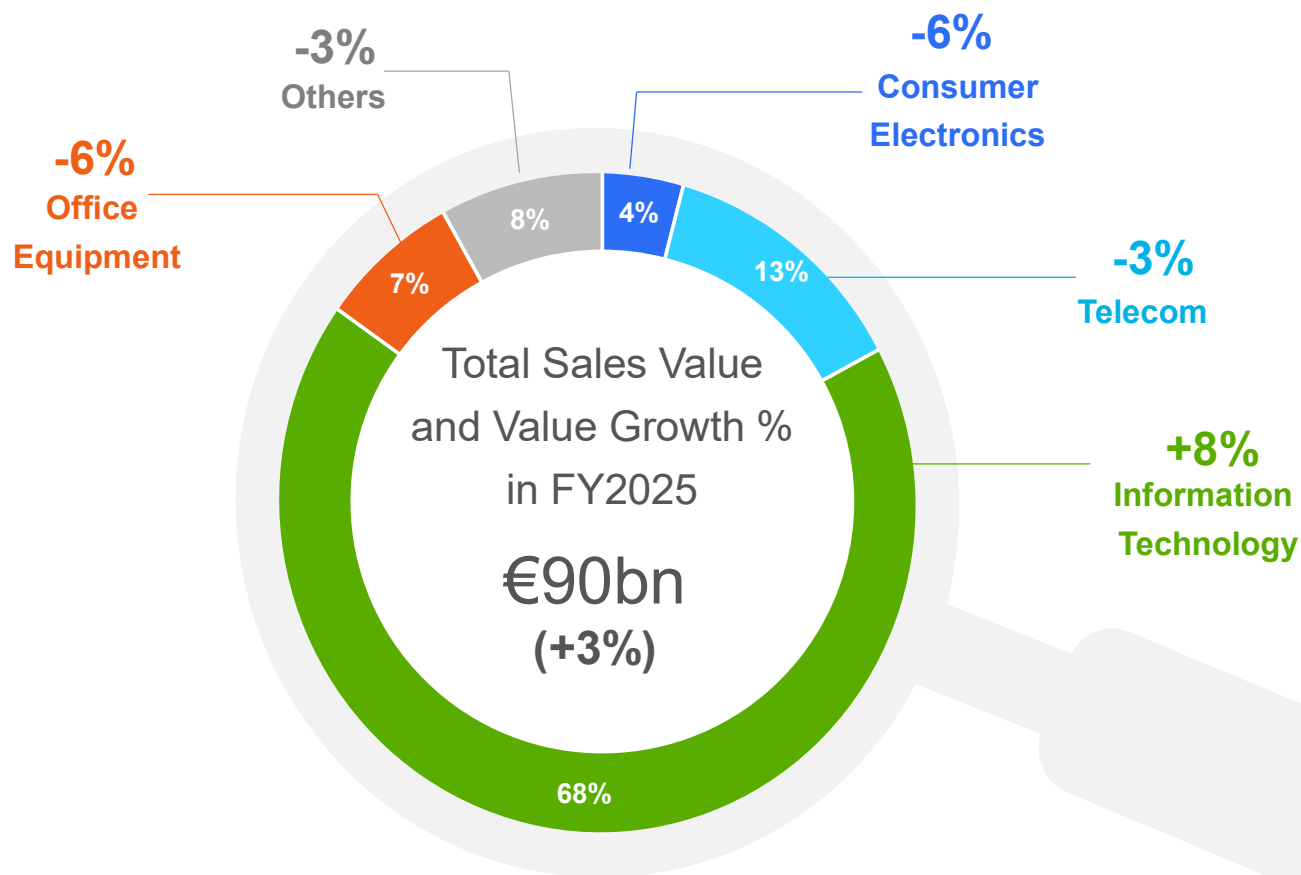
Source: GfK MI: Supply Chain, Global excl. RU/BY, Sales Value in USD, Distributor sales to all channels & product groups, Period until Dec 2025

Distributors experience growth momentum thanks to double-digit growth in IT categories driven by replacements & digitalization.

Europe Distribution Sales |
Sales value EUR value
shares & growth | FY2025



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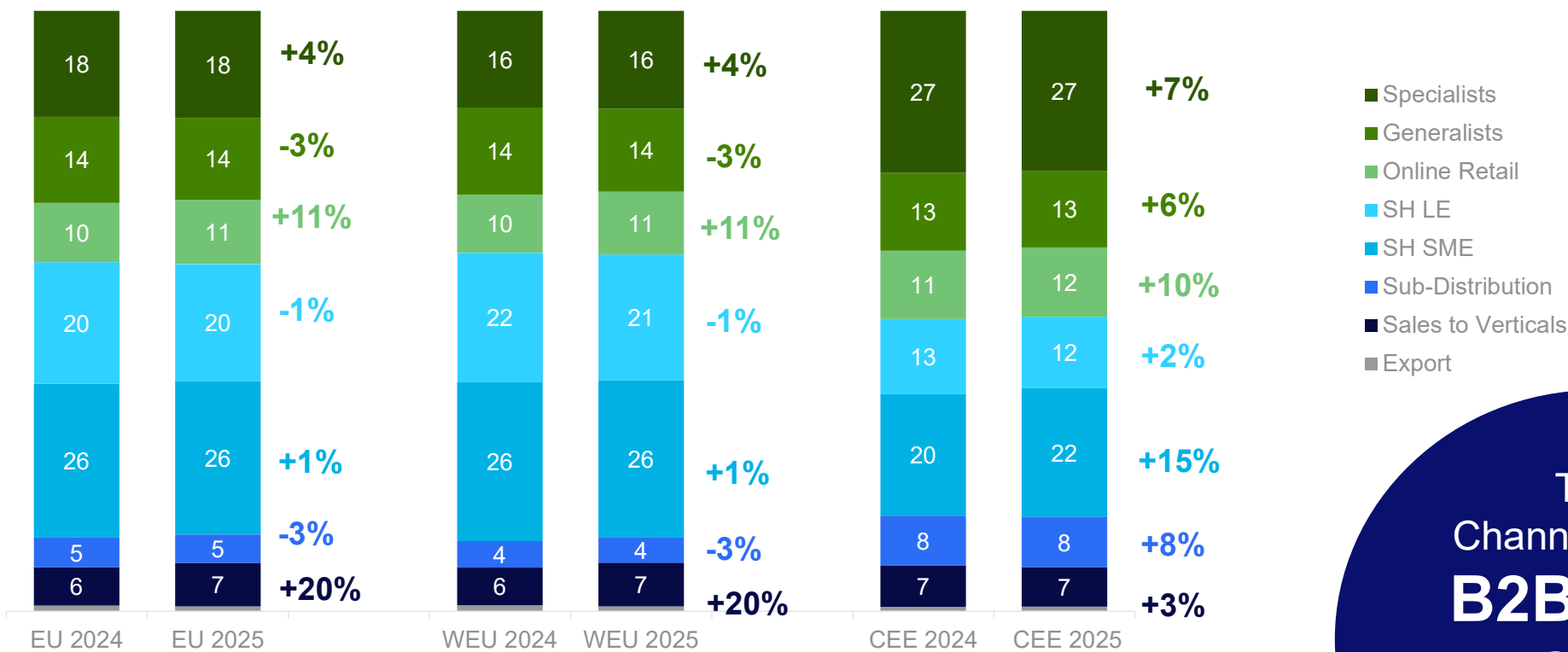
Source: GfK MI: Supply Chain: Distributor Sales, all channels, International Coverage (excl.RU/BY), EUR value & growth FY2025 vs FY2024, WEU: AT BE CH DE DK ES FI FR GR IT LX NL NO PT SE UK | EEU: CZ HR HU KZ PL RO RS SI SK UA

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Sales to both retailers and resellers surged in 2025.

European Value EUR share by channel in % | Growth per year | Full Year 2025



Total
Channel Growth
B2B: +3%
B2C: +4%

Source: GfK MI: Supply Chain: Distributor Sales, all channels, International Coverage (excl. RU/BY), EUR value & growth FY2025 vs FY2024, WEU: AT BE CH DE DK ES FI FR GR IT LX NL NO PT SE UK | EEU: CZ HR HU KZ PL RO RS SI SK UA

Economic Challenges add risk to current business

B2B experts share risks with economic dynamics expected to have strongest negative impact in 2026.

Effects of Memory Shortages are still to be determined.



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B2B Experts' Point of View



Source: NIQ B2B Market Pulse 2025;

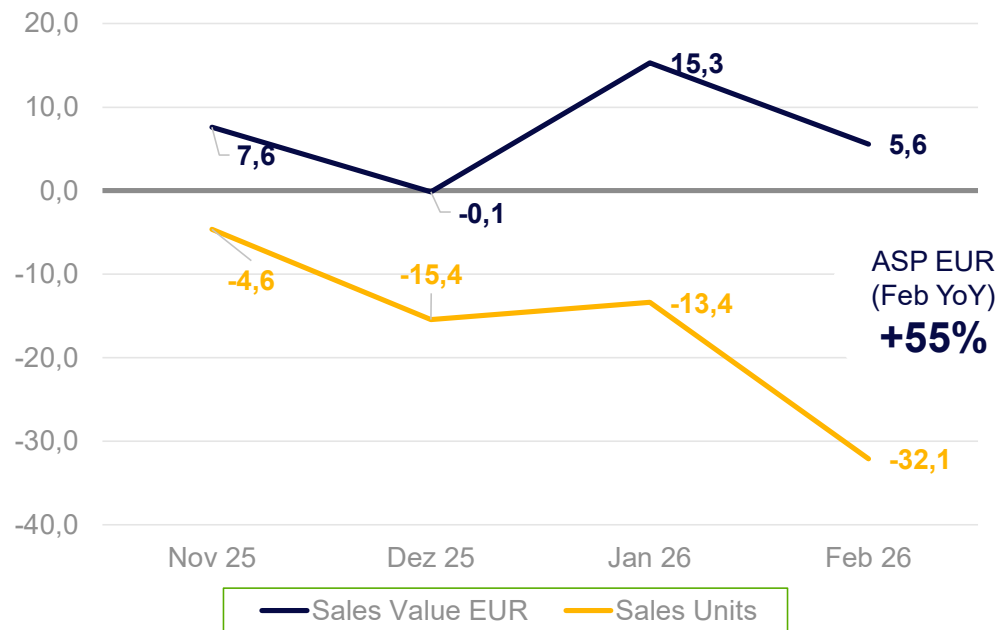
Q: To what extent do you expect the following risks to impact your business in 2025

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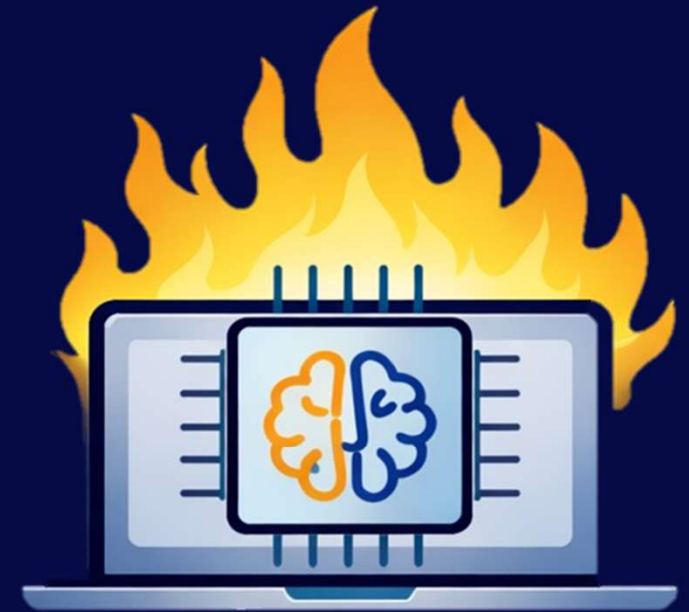
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More Euros, Fewer Units: AI Hunger Fuels a New Memory Reality

European Distribution | Memory Components* |
Growth Rates PY | Sales Value EUR & Sales Units



*Memory Components= Processors, Memory Modules, IT Storage

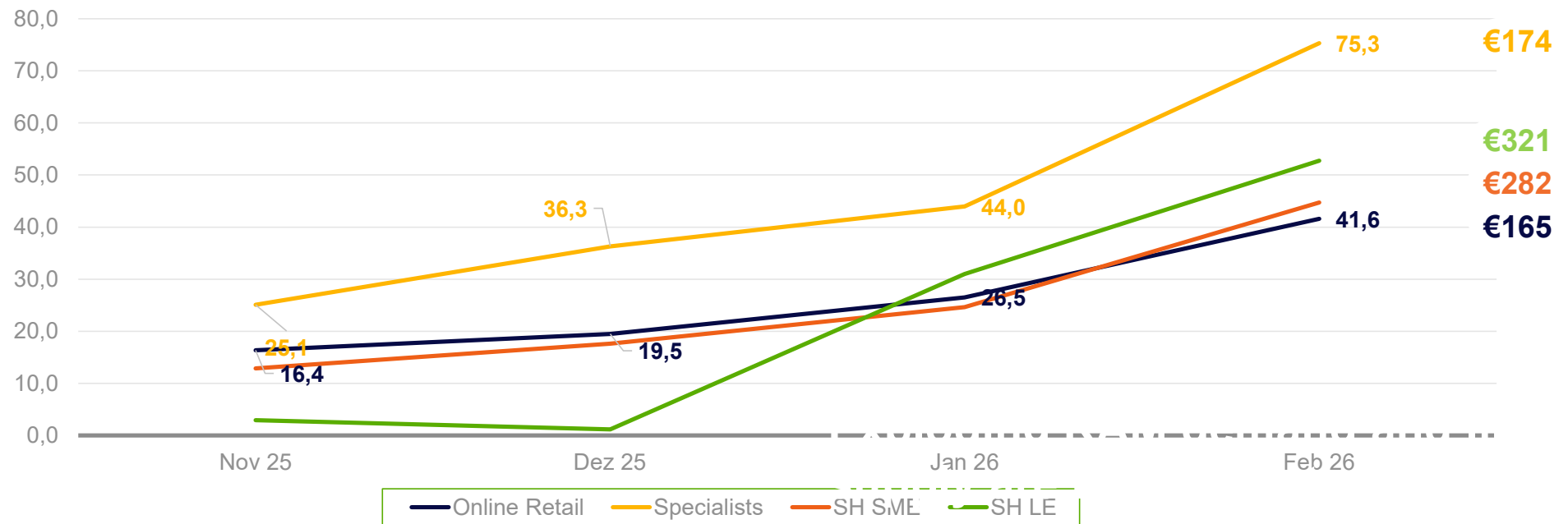


Exploding RAM demand and limited supply are reshaping the market...

...leading to higher ASPs fueling revenue growth while unit sales trend downward.

A New Peak in Average Price Growth

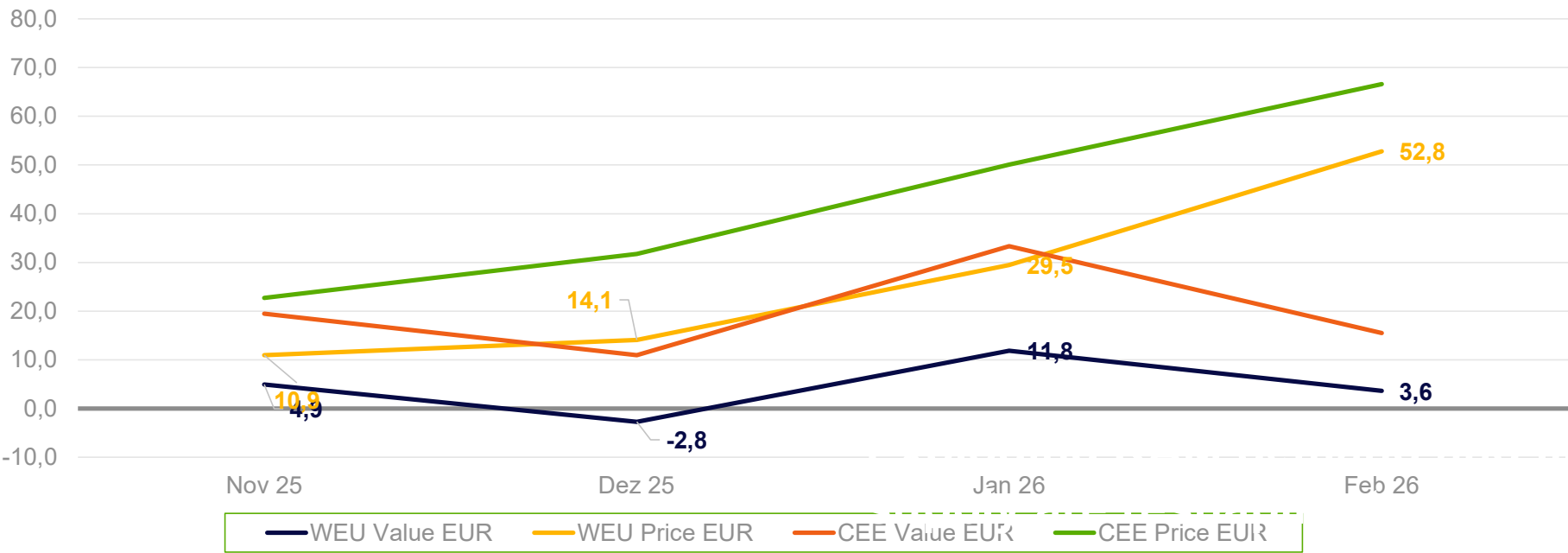
European Distribution | Memory Components* | Growth Rates PY | AVG Price EUR



*Memory Components= Processors, Memory Modules, IT Storage

Revenue Momentum Falters Amid Rising Prices and Supply Tightness

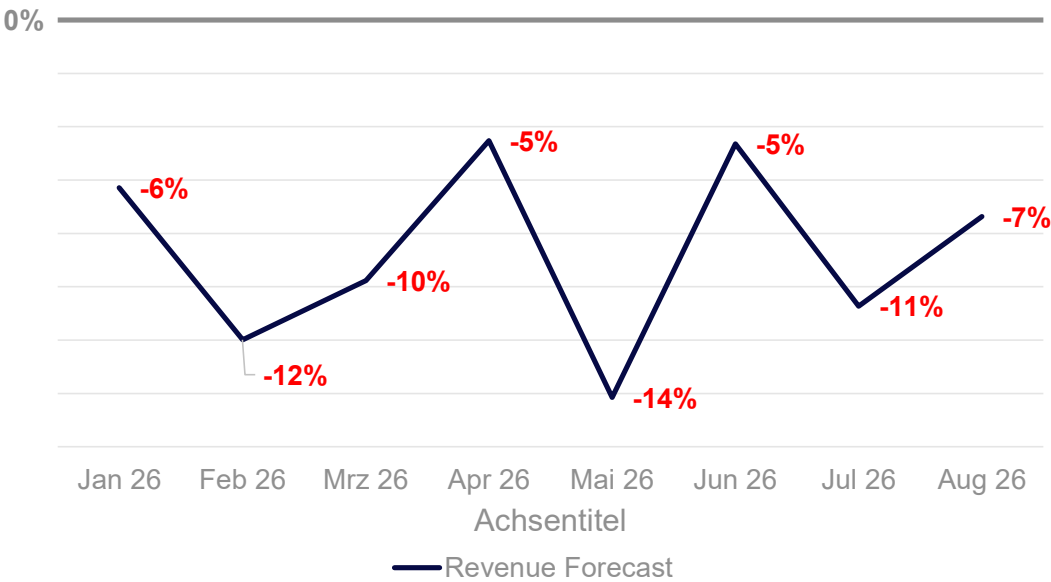
European Distribution | Memory Components* | Growth Rates PY | AVG Price & Value EUR



*Memory Components= Processors, Memory Modules, IT Storage

6-Month Outlook: *RAM*ageddon Set to Pressure Mobile Computing Sales in Germany

German Point-of-Sale Market | Revenue Growth Rates| Forecast and change vs. same period prior year



Country: Germany - Product Group: Mobile Computing - Channel: Panelmarket - Date Stamp: 10-Feb-2026
Updated on 10 Feb 2026. Data based on our Full Monthly panel of market data. Please contact your local GfK representative if you have any questions.



Want a detailed outlook?
Discover it on [gfknewron Forecast!](#)

Categories with highest revenue potential

AI and Security in focus of B2B Experts



AI Software and Applications



AI enabled Hardware



Security Hardware



Security Software

Source: NIQ B2B Market Pulse 2025;

Q: How do you evaluate your revenue potential in the upcoming year (2026) for the following segments?

The background of the image is a large, modern industrial factory. Several orange robotic arms are visible, some of which are welding car chassis. The factory has a high ceiling with a complex network of steel beams and lights. The overall scene is one of advanced manufacturing technology.

BUT:

50%

of B2B experts have
high or very high
revenue expectations
for 2026

Servers leading to accelerated sales in Distribution Markets.

Servers | YoY Growth | Sales Units | Jan-Feb 2026 vs. 2025

Europe



96

Western Europe



109

Eastern Europe

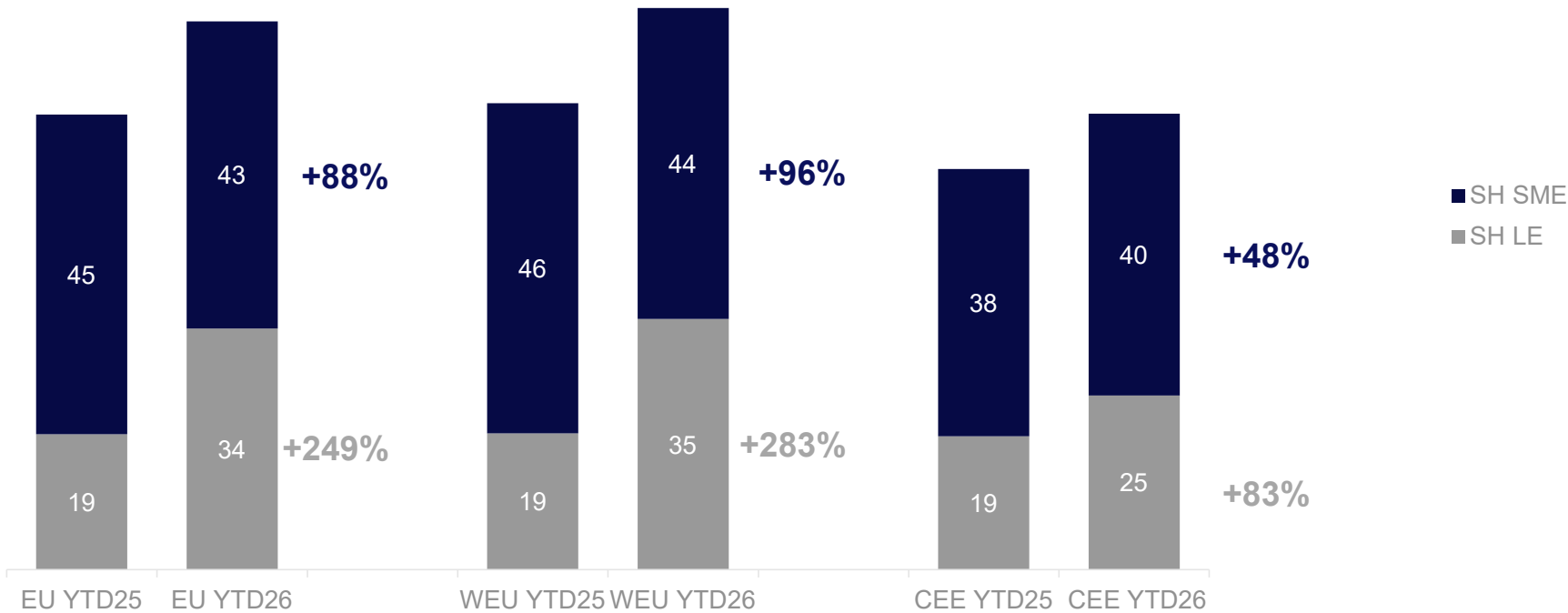


40



Server Market Acceleration Fuels Volume Gains for Large Resellers

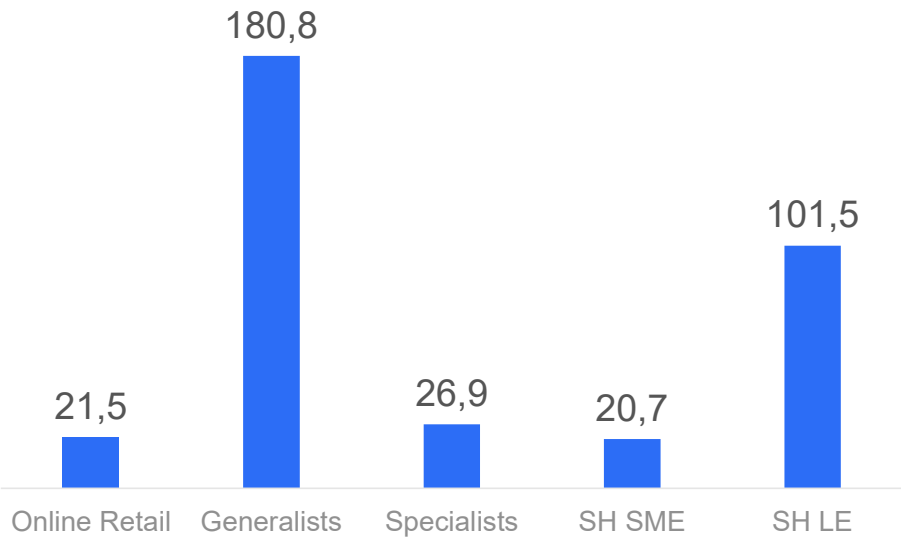
Sales Units share by channel in % | Growth per year | YTD Feb 2026 vs. 2025



Source: GfK MI: Supply Chain: Distributor Sales, all channels, International Coverage (excl. RU/BY), Units & growth FY2025 vs FY2024, WEU: AT BE CH DE DK ES FI FR GR IT LX NL NO PT SE UK | EEU: CZ HR HU KZ PL RO RS SI SK UA

Graphics Devices Growth Highlights Expanding AI Infrastructure Requirements

Graphic Devices Growth by Channel in Value EUR / YTD Feb 2026 vs. 2025



Source: gfknewron Supply Chain (Distribution Intelligence), Europe wo. RU+BY, Growth Sales Value excl. VAT in EUR

Graphic Device Growth by Region

+28%
Western Europe

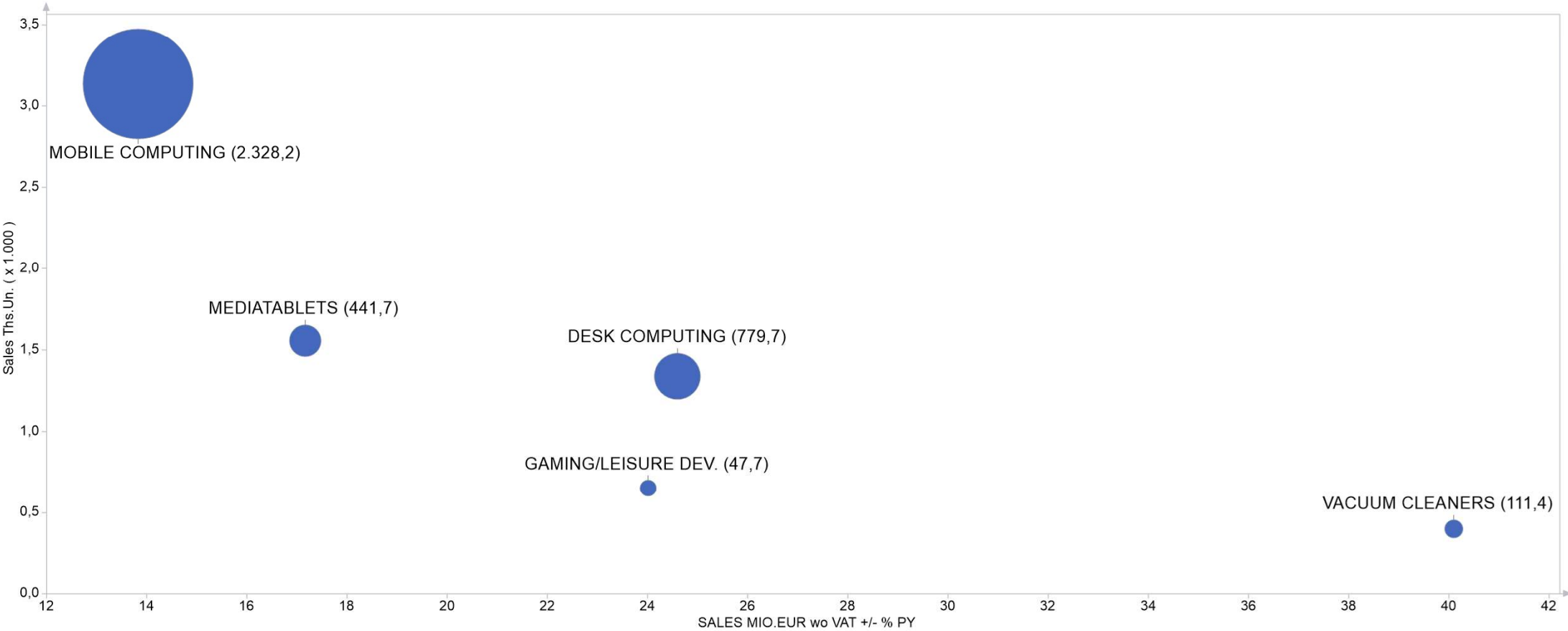
+83%
Eastern Europe

18

Established Leaders, Gaming Strength, and Emerging Opportunities Fuel Market Momentum

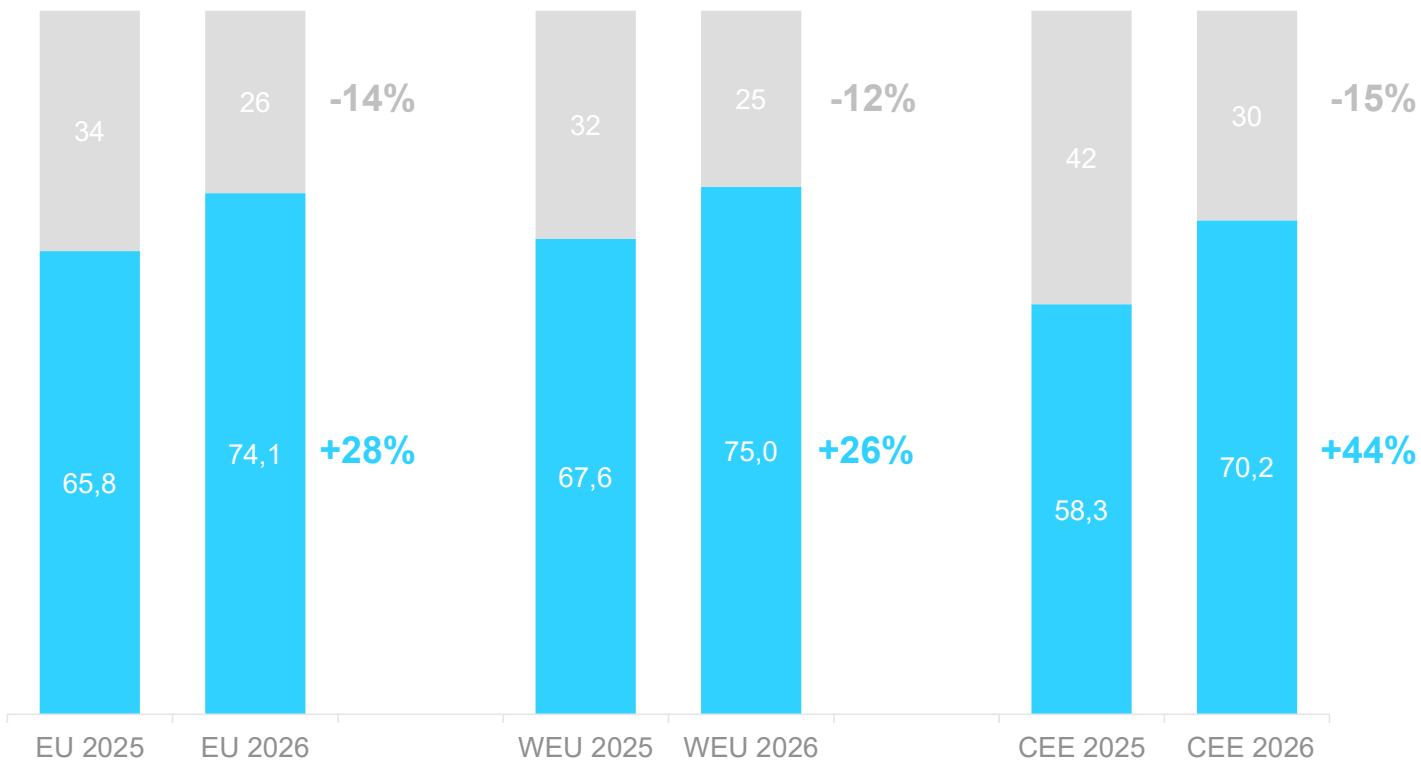


Growth Categories | YTD Feb 2026 vs. 2025 | Europe



On the Hardware Side, AI Continues to Drive Strong Growth into B2B and B2C Channels

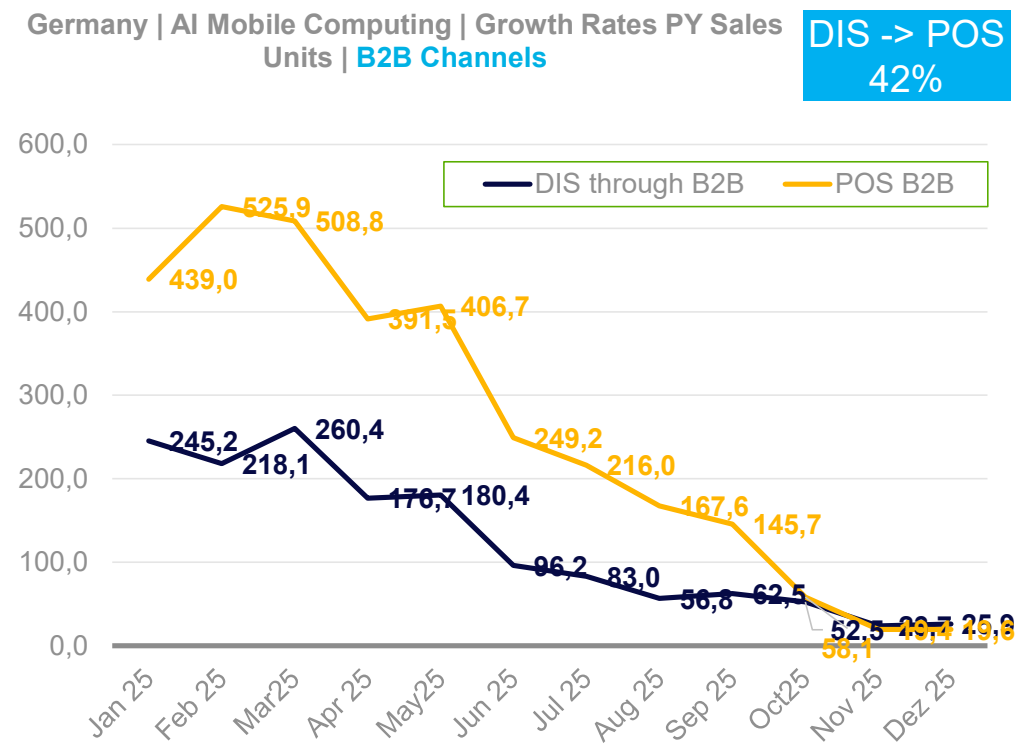
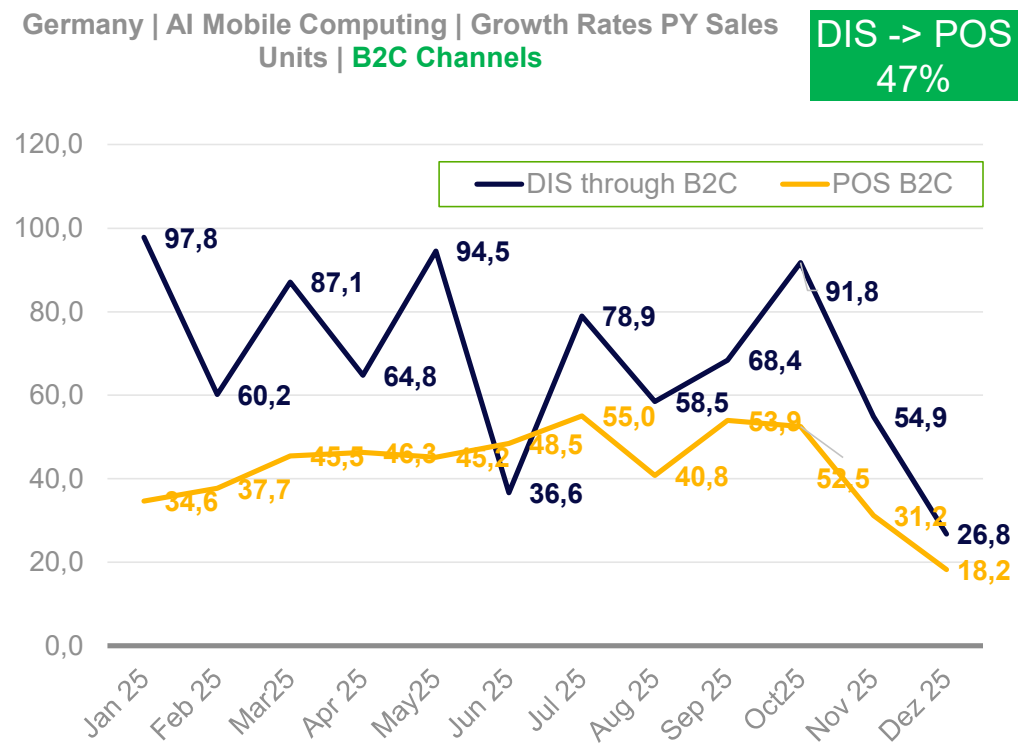
Mobile Computing | Value EUR share in % | Growth per year | YTD Feb 2026 vs. 2025



Channel Growth
B2B: +10%
B2C: +17%

Source: GfK MI: Supply Chain: Distributor Sales, all channels, International Coverage (excl. NA/RU/BY/PAC), EUR value & growth FY2025 vs FY2024, WEU: AT BE CH DE DK ES FI FR GR IT LX NL NO PT SE UK | EEU: CZ HR HU KZ PL RO RS SI SK UA

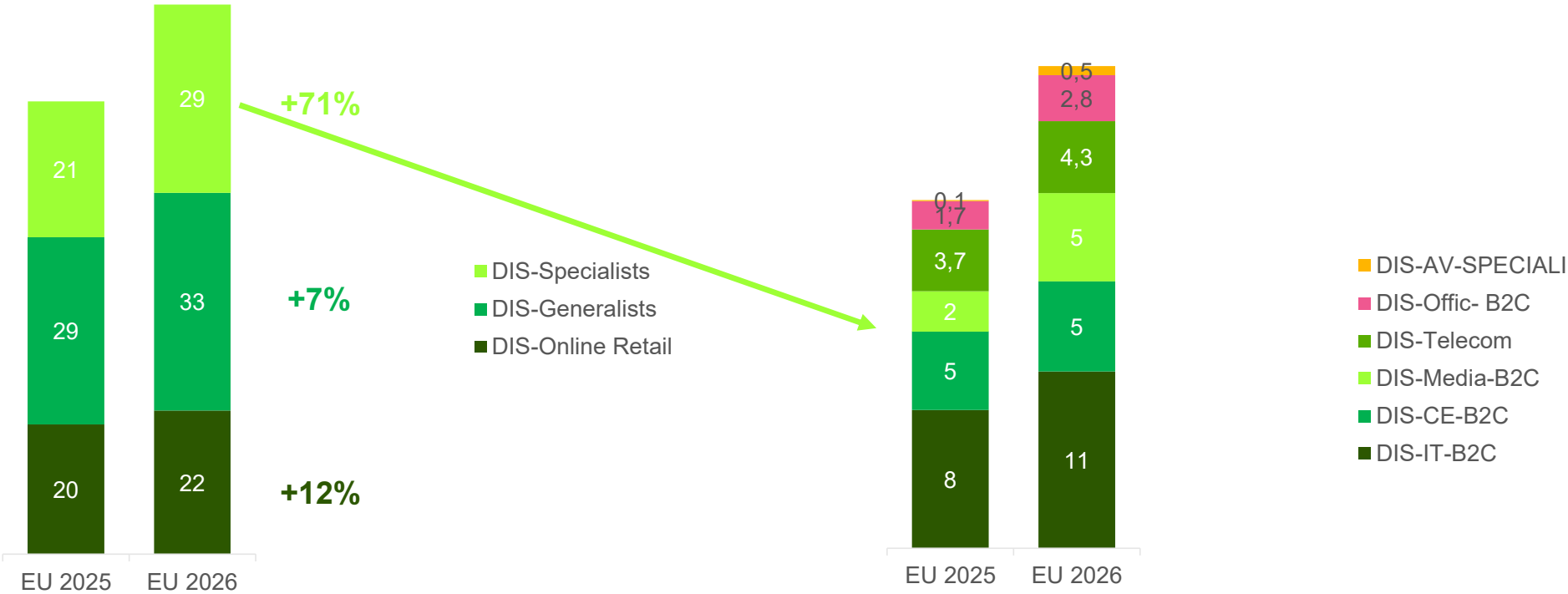
Distribution Gains from Rising POS Demand with AI Hardware While Additional Opportunity Still Exists



*Memory Components= Processors, Memory Modules, IT Storage

Gaming Accessories Return to Growth, Driven by Strong Demand especially at Specialist Retailers

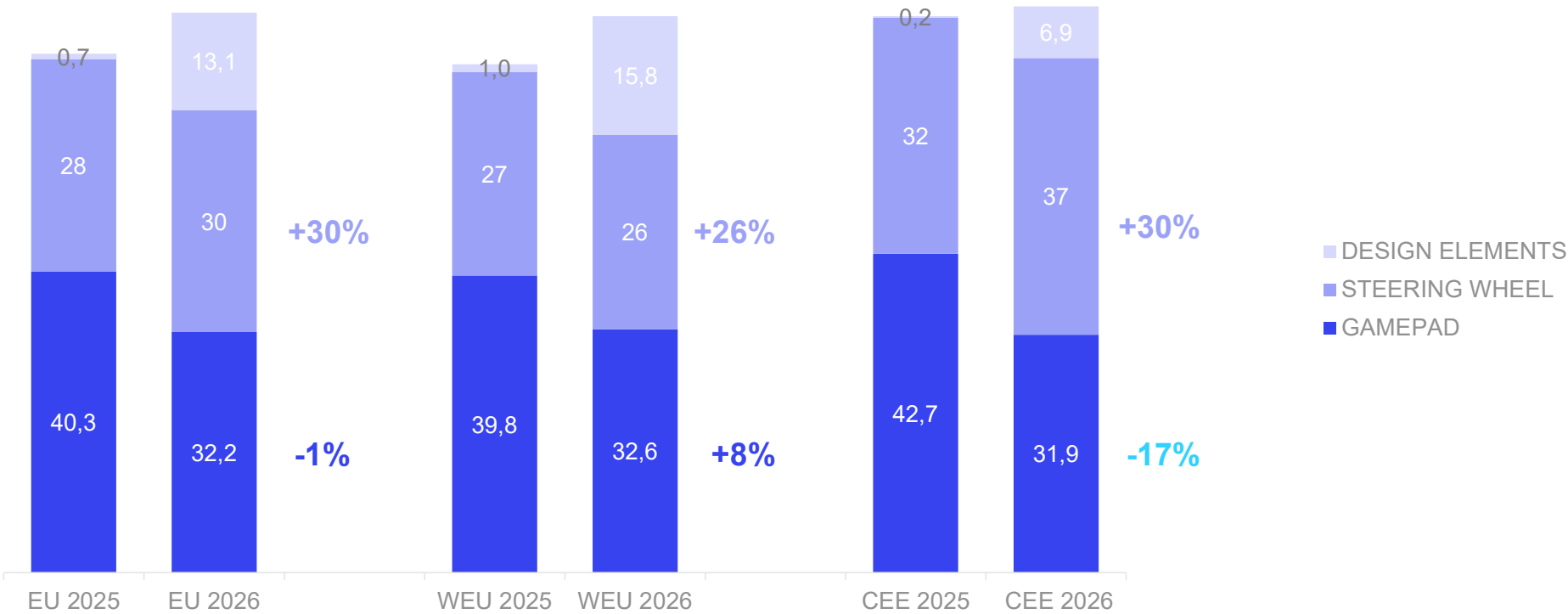
Gaming Accessories | Value EUR share by channel in % | Growth per year | YTD Feb 2026 vs. 2025



Source: GfK MI: Supply Chain: Distributor Sales, all channels, International Coverage (excl. NA/RU/BY/PAC), EUR value & growth FY2025 vs FY2024, WEU: AT BE CH DE DK ES FI FR GR IT LX NL NO PT SE UK | EEU: CZ HR HU KZ PL RO RS SI SK UA

Steering Wheels Revitalize Category Growth as Gamepad Demand Levels Of

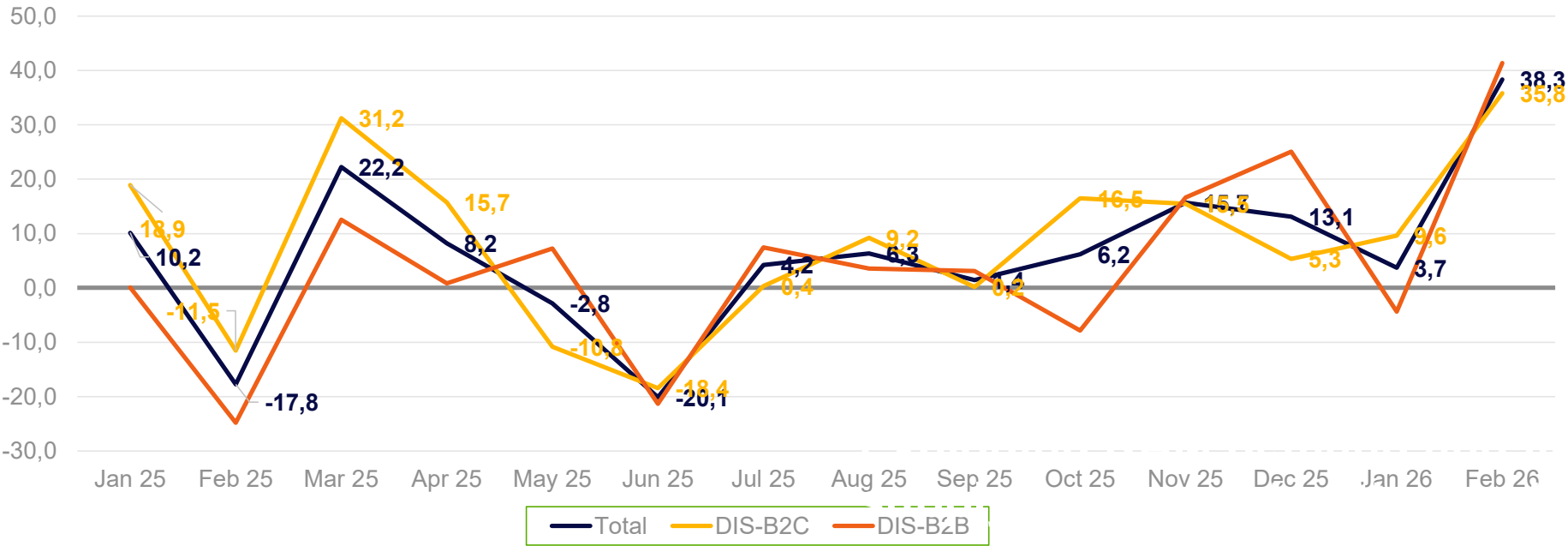
Gaming Accessories | Sales value EUR share by segment in % | Growth per year | YTD Feb 2026 vs. 2025



Source: GfK MI: Supply Chain: Distributor Sales, all channels, International Coverage (excl. NA/RU/BY/PAC), EUR value & growth FY2025 vs FY2024, WEU: AT BE CH DE DK ES FI FR GR IT LX NL NO PT SE UK | EEU: CZ HR HU KZ PL RO RS SI SK UA

Media Tablets Return to Steady Growth as Black Friday Momentum Builds

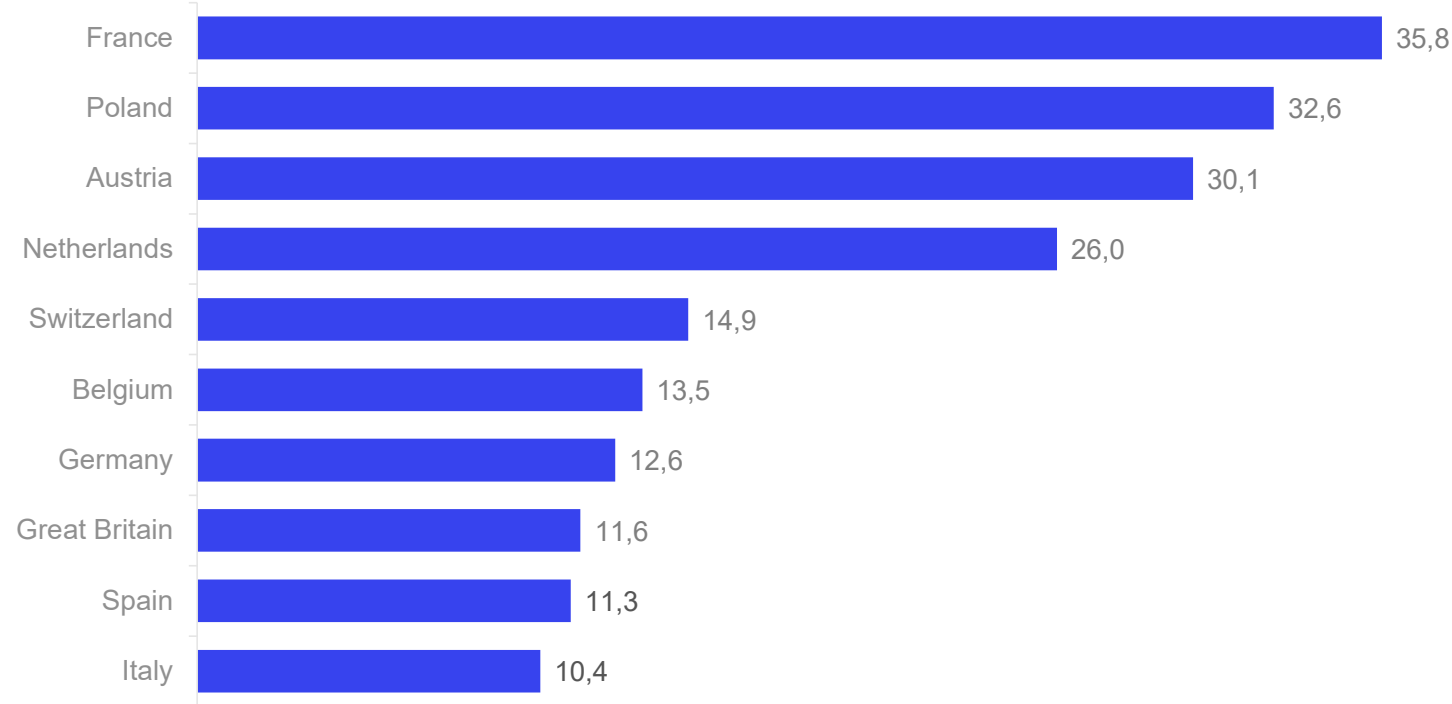
European Distribution | Media Tablets | Growth Rates PY | Value EUR



*Memory Components= Processors, Memory Modules, IT Storage

Large-Volume Markets Rank Among the Top 10 Drivers of Growth

Media Tablets| Top10 growth countries| Growth per year | YTD Feb 2026 vs. 2025

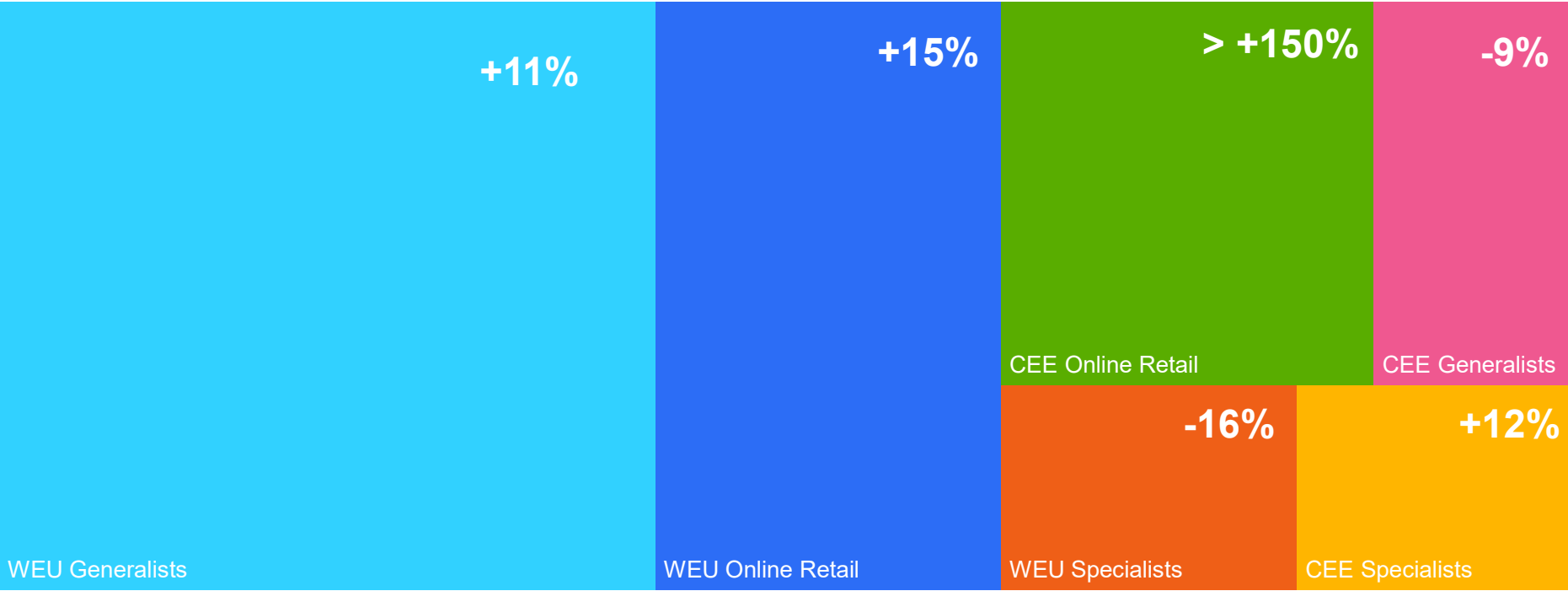


Source: GfK MI: Supply Chain: Distributor Sales, all channels, International Coverage (excl. NA/RU/BY/PAC), EUR value & growth FY2025 vs FY2024, WEU: AT BE CH DE DK ES FI FR GR IT LX NL NO PT SE UK | EEU: CZ HR HU KZ PL RO RS SI SK UA

The Vacuum Cleaner Market Keeps Rising, with Clear Regional Differences in WEU and CEE

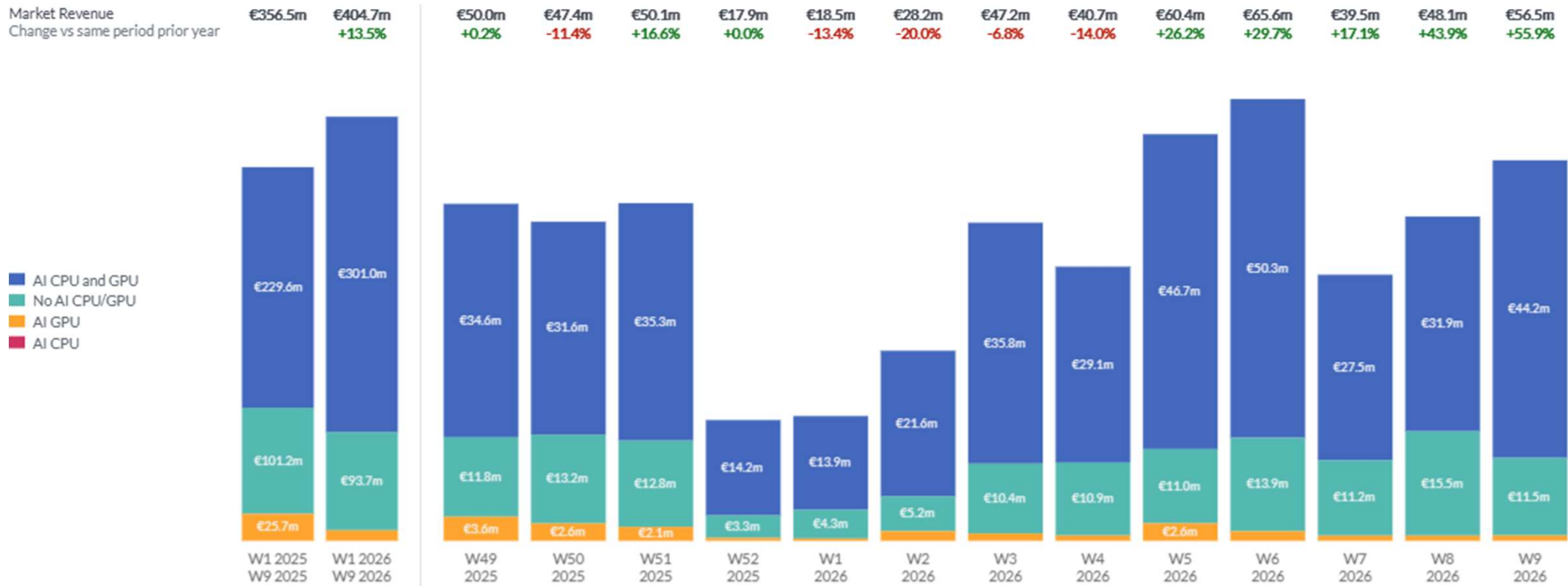
Vacuum Cleaners | Value EUR share by channel | Growth per year | YTD Feb 2026 vs. 2025

■ WEU Online Retail ■ WEU Generalists ■ WEU Specialists ■ CEE Online Retail ■ CEE Generalists ■ CEE Specialists

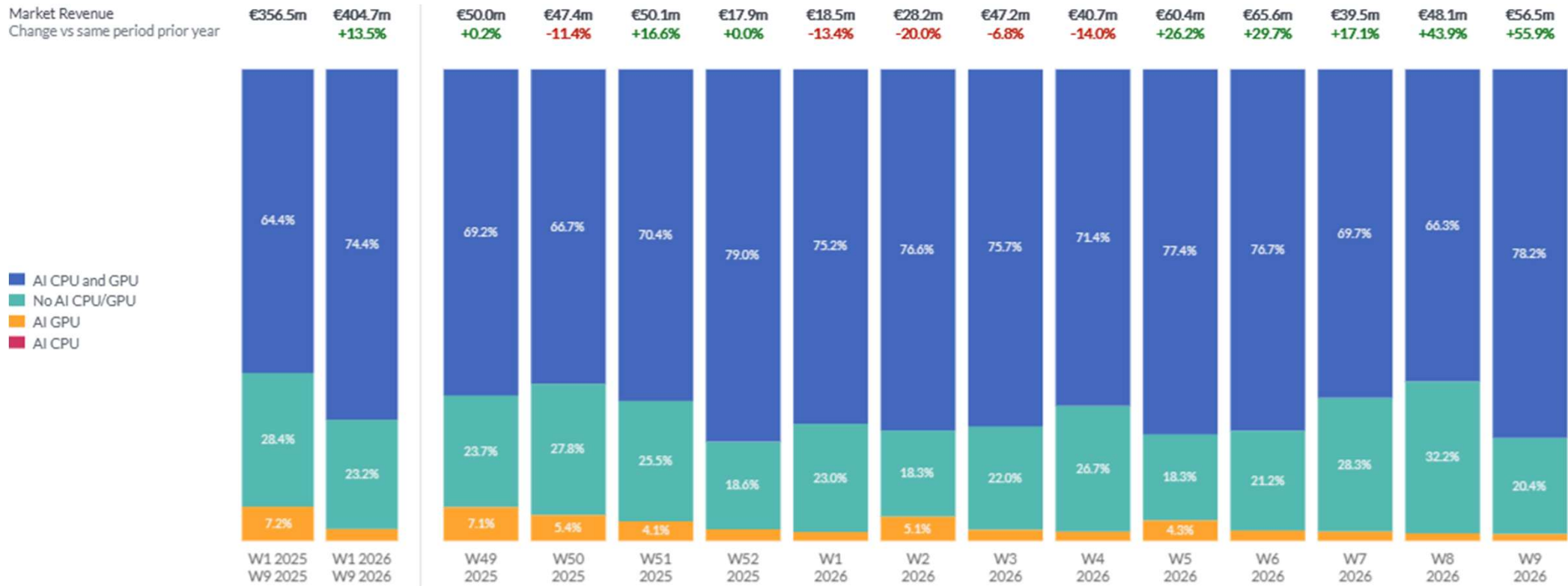


Source: GfK MI: Supply Chain: Distributor Sales, all channels, International Coverage (excl. NA/RU/BY/PAC), EUR value & growth FY2025 vs FY2024, WEU: AT BE CH DE DK ES FI FR GR IT LX NL NO PT SE UK | EEU: CZ HR HU KZ PL RO RS SI SK UA

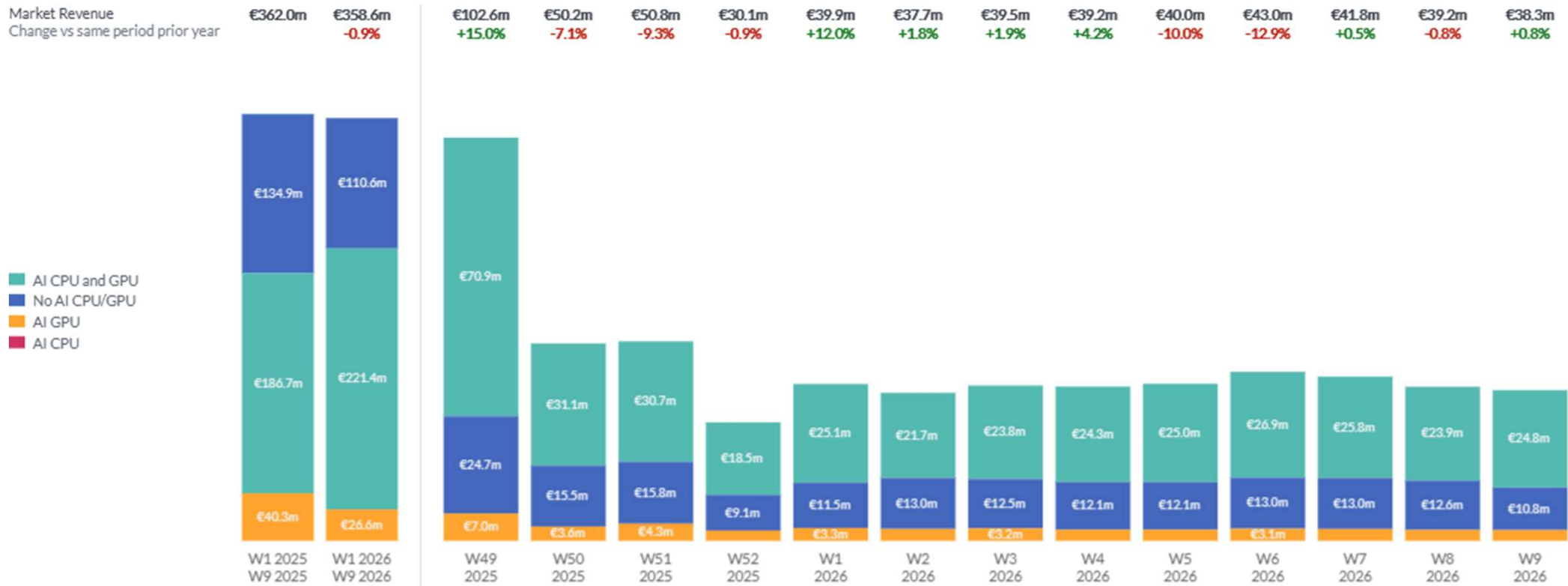
by Revenue — W9 2026 Custom (12 prior weeks) and YTD summary -
Time series



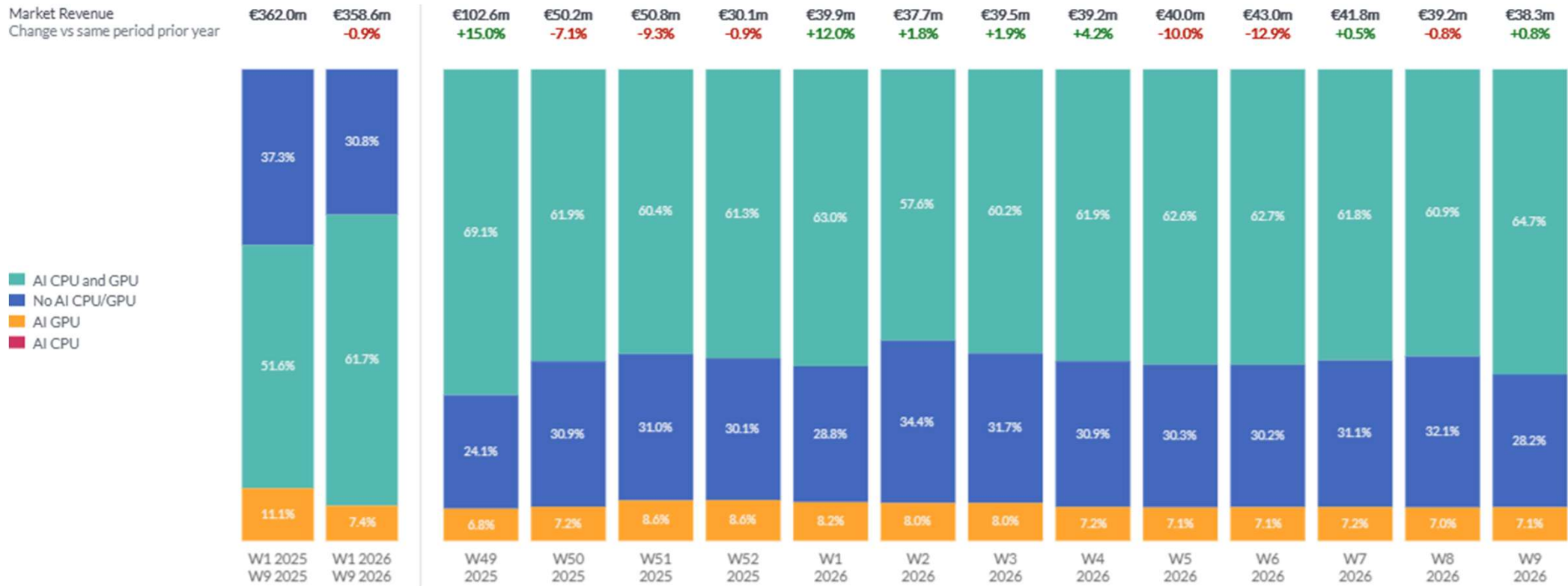
by Revenue Share — W9 2026 Custom (12 prior weeks) and YTD summary - Time series



by Revenue — W9 2026 Custom (12 prior weeks) and YTD summary -
Time series



by Revenue Share — W9 2026 Custom (12 prior weeks) and YTD summary - Time series



Executive Summary

Positive B2B Outlook

Resellers expect positive market for 2026: **50%** of B2B experts **expect high revenue growth**.

Distributor Sales to B2B channels are up by **+6% in 2025**, signaling growth momentum as investments continue to drive B2B markets. Rising tech budgets and demand for compute power accelerate AI adoption.

Governmental investments triggering sales to authorities & military.

Distributors & Resellers should prepare for increased demand, especially in sectors investing in technology and AI. Expanding product portfolios and strengthening supply chain resilience will be key.

Potential Risks

Global **GDP** growth **slows to ~3%**, below pre-pandemic levels. Key risks include **economic downturn**, declining demand, margin pressure, and geopolitical tensions.

Cyber incidents and **supply chain disruptions** remain major concerns, while 2025 tariff risks were lower than expected.

Strong client relationships, customer care and financial services will be key for client retention while they might navigate through macro-economic challenges.

Rise of AI & Cybersecurity

AI and cybersecurity lead as **top growth drivers**. >50% of respondents see AI as the most impactful trend.

Cyber-Security Software driving revenue with **Small & Medium Systemhouses** leading.

Verticals with **highest revenue potential** for AI software & hardware projects include **Technology Sector, Professional Services, Media & Entertainment**.

Distributors & Resellers should focus on AI and cybersecurity solutions, targeting high-potential verticals and supporting small and medium system integrators to capture revenue growth.

Thank you

Please contact in case of any queries.

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